REMARKS

Favorable consideration and allowance of the claims of the present application are respectfully requested.

Claims 1-2, 4-10, and 12-20 remain pending in this case.

In the present office action, Claims 1-2 and 4-8 were rejected under 35 U.S.C. § 112, second paragraph, as allegedly indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention. Particularly, language recited in the claims directed to "intends to customize" is allegedly indefinite. Claim 1 is hereby being amended in the manner as suggested by the Examiner and, the Examiner is respectfully requested to withdraw the rejection of Claims 1-2 and 4-8.

Further in the Office Action, Claims 1-2, 4-10, and 12-20 were rejected under 35 U.S.C. § 103(a), as being unpatentable over U.S. Patent No. 5,584,554 to Lowery et al. ("Lowery") in view of Microsoft® Frontpage™ 98, 1997 to Lemay ("Lemay").

With respect to the rejection of Claims 1-2, 4-10, and 12-20 under 35 U.S.C. §103(a), Applicants respectfully disagree in view of the amendments made to each of independent Claims 1, 9, and 16. Particularly, with respect to amended Claim 9 (and similarly amended Claims 1 and 16), the method of the invention enables a user to customize a Web page by using at least one client computer on which a browser for browsing a Web page runs, the method comprising the steps of:

a) requesting an original Web page to be customized by said user;

b) embedding a customizing program to be executed by said user in said requested original Web page;

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c) receiving said requested original Web page in which said program for customizing a Web page by said user is embedded;

d) displaying to said user on said client computer said received original Web page by a browser;

e) executing said customizing program to display a control panel interface on said client computer for said user, said control panel interface enabling a user to designate one or more web page customizing operations comprising: addition of an object, change of an attribute of an object or object erasure;

f) customizing the received original Web page according to a customizing operation designated by the user using the control panel while said original Web page remains available for viewing and customizing by other users;

g) storing data pertaining to said customizing operation by said user; and,

h) dynamically restoring said customized Web page using said customizing data when said original Web page is subsequently accessed by said user.

Thus, the control panel interface, as shown in Fig. 4 of the present application, enables a user to perform web page customizing operations via the client device such as: <u>addition of an object, change of an attribute of an object or object erasure</u>. Respectfully, no new matter is being entered as these operations are clearly disclosed in the specification e.g., on page 11, line 15 – page 13, line 28.

Respectfully, Lowery, whether taken alone or in combination with Lemay, does not teach or suggest the system and method of the invention as now amended in Claims 1 and 9.

First of all, Lowery, contrary to the examiner's indication, is directed to a system for creating and managing custom web sites (lines 1-2 of the Abstract), not web pages, to effect load

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balancing and performance efficiency (it has nothing to do with real-time web-page customization). Lowery accomplishes this web-site "management" by intercepting, at the web server, web page requests issued from a client and dispatching the requests to one or more page servers (See fig. 4 of Lowery) where they are retrieved and processed for load balancing, scalability and efficiency. The only mention of customization in Lowery is with respect to the ability for a designer (not a web page requestor) to utilize HTML "extensions" used in building customized HTML templates (See col. 6, lines 33-38 of Lowery) that, for example, specify a source and placement of retrieved data for the web page. The page servers of Lowery use CGI (common gateway interface) scripts, in the templates, to create a web pages with dynamically retrieved data for transmission back to the client.

Respectfully, this is not a teaching or suggestion of a dynamic customization enabling a user, via a programmed <u>control panel interface</u> presented on a client display to enable <u>one or more web page customizing operations comprising: addition of an object, change of an attribute of an object or object erasure</u>. In Lowery, the user is not involved at all, and the page servers associated with the Web-site in Lowery only use a predesigned template in its dynamic rendering of a web page (See col. 6, lines 44-46 of Lowery). Further in Lowery, there is no teaching or suggestion of <u>embedding a customizing program</u> as in the present invention that provides a user with the web page customizing option enabling the customization operations as now claimed.

Moreover, unlike Applicants' invention, Lowery has nothing to do with enabling a particular user to request an original Web page, initiate a remote customization session on a client thereby allowing that particular user to customize the original Web page to his/her particular taste, and save the customized Web page for later viewing (by that particular user)

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while leaving the original Web page uncustomized and available to be viewed and potentially customized by other users.

Respectfully, the deficiencies of Lowery is not made up by its combination with Lemay which allegedly discloses a tool for customizing web pages. Lemay appears to be directed to a tool used, in the first instance, for creating, coding and previewing web pages. Respectfully, the tool described in Lemay, while arguably enabling a user to modify a web page at a client computer: 1) is not embedded in a downloaded web page; 2) is not executed via a browser at the client to display a control panel interface for receiving user designations of customization options; and, 3) does not store data pertaining to the customizing operations as it is a web page text editor that generates HTML code of a web page in the first instance, and not the customizing operations designated for the dynamic modification of the code while viewed in a browser. While Lemay's FrontPage is a stand-alone web content authoring program for web page designers, it is not combinable with Lowery which is primarily directed to managing efficiency of web-sites, not customizing a web page in the manner as now claimed in the present invention.

Moreover, in Lemay's FrontPage 98 text excerpts provided by the examiner, applicants are hardpressed to find any of discussion of displaying a control panel via a browser device for performing web page customization options comprising: addition of an object, change of an attribute of an object or object erasure such as now claimed for a downloaded web-page. That is, Lemay's tool is an entirely separate program that is no way intended to function with the Web page that it is used to create; in contrast to the control panel interface provided by the embedded customizing program which is integral to the customizing program to function with the Web page to be modified.

In view of the amendments provided herein to Claims 1, 9 and 16, and, in view of the

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Remarks herein, applicants respectfully request that the Examiner withdraw the rejection of independent Claims 1, 9 and 16 and to withdraw the rejections of all claims dependent thereon.

The claimed system and method for customizing the original Web page according to a customizing operation designated by the user using the control panel interface is performed while the original Web page remains available for viewing and customizing by other users. The system yet further includes a means for storing data pertaining to the customizing operation executed by the user wherein the customized Web page is dynamically restored using the customizing data when the original Web page is subsequently accessed by the user.

New claims 21-22 are directed to the further system and method steps that further limit the type of data that is stored to render the original Web page dynamically restored with the user customized operations effected when the original Web page is subsequently accessed by the user.

For example, new claim 22 further limits step g) of storing data pertaining to said customizing operation by said user by reciting: storing one or more of a user ID of said user performing the customization, a URL of the customized page, and said customizing operations, wherein the customizing program retrieves the original Web page and stored customizing operations based on the URL and the User ID, and executes functions for customizing the original Web page based on the stored customizing operations. Respectfully, no new matter is being entered as full support is found in the present specification, e.g., at page 13, lines 5-16.

Respectfully, Lowery whether taken alone or in combination with Lemay, does not teach the step of storing one or more of a user ID of said user performing the customization, a URL of the customized page, and said customizing operations, so that when the user retrieves the original web page from a server, functions will be executed for customizing the original Web page based on the stored customizing operations. Thus, besides their dependence upon Claims 1 and 9, the

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patentability of which has been demonstrated herein, respectively, new Claims 21-22 are patentably distinct over the combined teachings of Lowery and Lemay.

In view of the foregoing remarks herein, it is respectfully submitted that this application is in condition for allowance. Accordingly, it is respectfully requested that this application be allowed and a Notice of Allowance be issued. If the Examiner believes that a telephone conference with the Applicants' attorneys would be advantageous to the disposition of this case, the Examiner is requested to telephone the undersigned, Applicants' attorney, at the following telephone number: (516) 742-4343.

Respectfully submitted,

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